

Olde Towne Quarter Economic Development Strategy An Amendment to the Near East Area Plan (2005) Executive Summary

A draft Olde Towne Quarter Economic Development Strategy (“Strategy”) has been developed for the Olde Towne Quarter Business district of Columbus in cooperation with a working group consisting of neighborhood leadership. The Columbus Development Department was asked by the Ohio Department of Transportation and the Olde Towne East Neighborhood Association to lead a planning effort that produced this draft Strategy. The catalyst for the request is the proposed reconstruction of I-70/71 and its impact on this important neighborhood business district. This is a summary of the draft document, available at www.columbus.gov/plans.

The Olde Towne Quarter is a historic neighborhood business district on the cusp of positive change ... partly due to the opportunities resulting from the reconstruction of 70-71. This draft Strategy seeks to build a policy foundation that will aid in the resurgence of this important district.

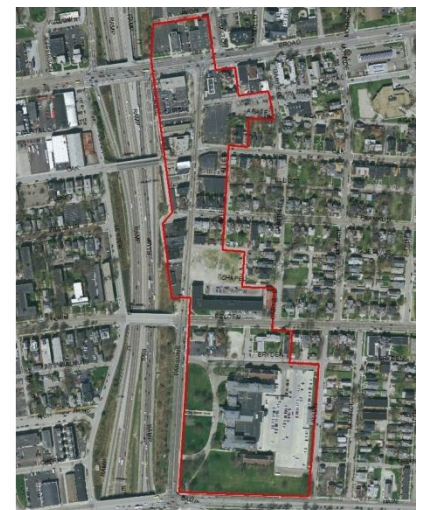
What is the Strategy?

The draft Strategy is a policy document that, with the support of the community, will be brought for adoption by Columbus City Council. It seeks to establish a vision for the continued development and redevelopment of this historic neighborhood business district. It is intended to facilitate public and private decisions regarding investment, development and business activity with the goal of ensuring a common vision.

The planning area is located immediately to the east of downtown Columbus and includes both sides of Parsons Avenue from Broad Street on the north to East Main Street on the south (Olde Towne Quarter Business District). The area covers approximately 23 acres, including 59 parcels and 31 property owners. The draft Strategy includes a vision statement, land use plan, policies, and development guidelines. This information, after adoption, will be used to guide future development in the area, particularly in the case where a rezoning or variance request is necessary.

Vision Statement

Olde Towne Quarter will be a successful, sustainable and authentic neighborhood business district that meets the day-to-day needs for goods and services for surrounding neighborhoods, and a well regarded destination for dining, entertainment and the arts – all thriving within a well designed built environment that is easily accessible to nearby residents and an inviting destination with a multiplicity of activities.



Olde Towne Quarter
Economic Development Strategy
Planning Area



October 2008

Principles

- A vibrant, accessible and livable neighborhood business district that serves as the front door to adjacent neighborhoods.
- Small businesses that are retained and attracted, with an emphasis on locally owned and operated establishments, and an economic environment that supports business start-ups.
- Residents are provided a broad mix of retail and services, as well as employment opportunities.
- A unique historic neighborhood character that is preserved and enhanced, while encouraging reinvestment, mixed uses and higher density infill where appropriate.
- An enhanced pedestrian and bikable experience that ensures a safe walkable and bikable environment.
- Implementation strategies that are consensus-based, practical and feasible.
- Architecture that is compatible with the existing architectural fabric and character, providing for compatible contemporary design solutions.
- Reconstruction of all components of 70/71 should complement and support the long-term sustainability of the Olde Towne Quarter as a successful neighborhood business district.
- The public realm—especially the streetscape—should be activated to provide for public interaction, outdoor dining and a lively built environment.

Policies and Development Guidelines

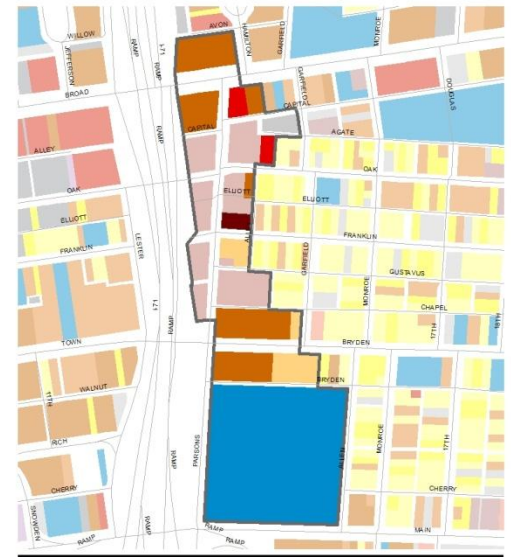
The draft Strategy includes policies that establish a framework for guiding future public and private decisions in Olde Towne Quarter consistent with the Vision, Land Use Plan and Development Concepts.

The development guidelines would be used to guide the review of proposed development relative to building design, parking, and site improvements such as landscaping, lighting and signage. These guidelines are not city code, but serve as city policy. This provides a basis for stakeholders to review development proposals to make sure the guidelines are considered, and optimally included, in a proposed development.

Development Concepts

The draft Strategy includes Development concepts for two sites in the planning area. Staff analysis and public input suggested that these sites presented future development opportunities as they were vacant and/or underutilized sites. The development of a site only occurs at the discretion of the given property owner. These concepts serve to present a community vision for the sites and may then be used to guide the review of any necessary zoning or variance request. Each development concept is consistent with the development guidelines from the Near East Area Plan and the draft Strategy.

One of the two concepts is for the intersection of Parsons Avenue and the new urban avenue that will be developed as part of the reconstruction of Interstate 71. These buildings will serve as a gateway to the Olde Towne Quarter Business district.



Proposed Land Use
Olde Towne Quarter

City of Columbus
Department of Development
Planning Division

0 100 200 300 Feet



To view a complete draft of the document and find more information, go to www.columbus.gov/plans.

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